Poochie™

Unique new line of designer products for today's girls delivers fresh new business for 1983!

Poochie™

Powerful products, PLUS powerful Advertising, Promotion, licensing and Merchandising create powerful sales!

Advertising

- Spring
  - 4 City Blitz—April/May—New York, Los Angeles, Houston, St. Louis
  - Early network campaign begins
- Year-round blockbuster advertising support features dynamic commercials:
  - 4" Poochie Stamper
  - Poochie Gift Sets
  - 2" Stamper

Promotion

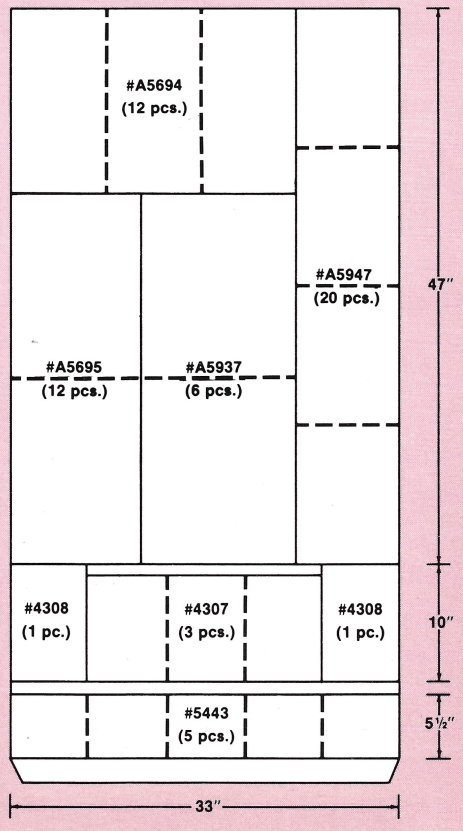
Four-market Campaign Features Great Strength and Depth:

- Four-week TV blitz plus 4 weeks spot TV followed by network.
- Poochie In-Store Life Size Character Appearances
  - Exciting traffic builder available in blitz markets during spring advertising campaign.
  - One-hour event includes:
    - Bag stuffers with logo imprints
    - All promotional aids—suggested ad layouts, sample store bulletin and PA announcements
    - Personnel to run event
    - Giveaways
- Event runs 2 weeks after blitz TV start date.

Poochie Merchandising

Introductory Displayer

- Creates immediate consumer awareness to maximize sales.
- Presents full-scale view of each product.
- Variety encourages multiple purchases.
- Full-color header promotes even stronger attention and sales during introduction.
- Stock #: 4761-3
- Size: 33" wide, 70" high, 18-1/2" deep
- Pack Out: 1/carton
- Limited availability



Stock #	Item	Order Quantity
5443	4" Stamper	12
A5937	Gift Sets	1(12)
A5695	Activity Sets	1(12)
A5694	Personal Care	1(24)
A5947	2' Stamper	1(36)
4307	8" Plush	6
4308	10" Plush	4

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Licensing Poochie Power

Massive licensing program adds power to Poochie!

- ***American Tote Bags, Inc.***—*Children's canvas tote, duffel and bicycle bags, and backpacks*
- ***Bates Nitewear Company***—*Girls' nightwear*
- ***Bradley Time Division***—*Childrens' watches and watch sets*
- ***The Bibb Company***—*Bed linens, comforters, window treatments*
- ***Charleston Hosiery Mills, Inc.***—*Sox, knee sox*
- ***Chilton-Globe***—*Toy tea and serving sets in plastic and ceramic; toy metal and plastic cookwear; toy kitchen accessories*
- ***Ben Cooper, Inc.***—*Halloween costumes and masks*
- ***Grossman Cap Co., Inc.***—*Headwear, knit scarves, leg warmers, knit and vinyl gloves*
- ***Henderson Camp Products, Inc.***—*Children's records—LP's, cassettes, book and record or book and cassette sets*
- ***Janex***—*Talking toothbrush*
- ***Nasta Industries, Inc.***—*Sunglasses, umbrellas, radios, quilted and non-quilted fabric luggage*
- ***Pilgrim Industries, Inc.***—*Knit tops and coordinated bottoms; warm-up suits*
- ***Pyramid Belt Company***—*Belts and suspenders*
- ***Union Underwear****—*Underoos*
- ***Unique Industries***—*Paper Party Goods*
- ***Western Publishing Co., Inc.***—*Books, coloring books, paper dolls, board and card games, puzzles, book and cassette sets*

Poochie Merchandising

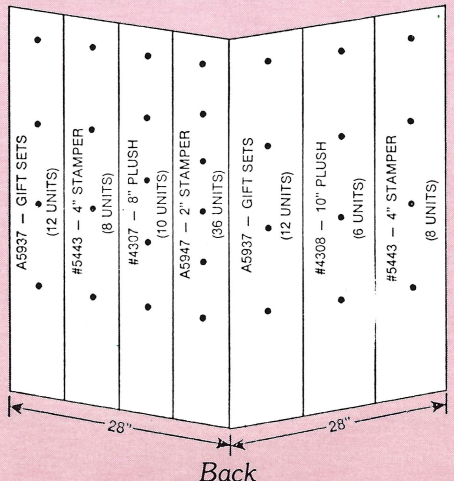
Free Standing Displayer

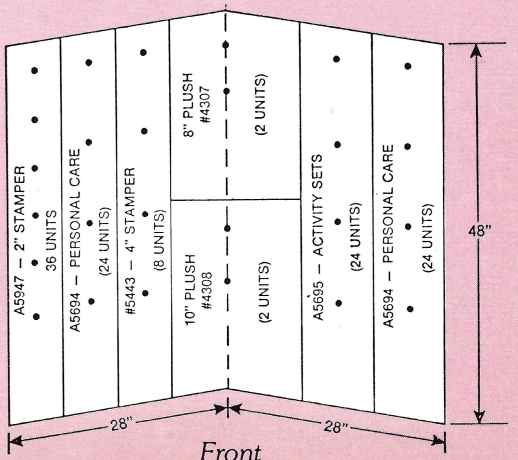
- *High quality "boutique" format.*
- *Designed for upscale merchandise presentation with four-sided display.*
- *Stock #: 4763-3*
- *Size: 43" wide, 78" high, 21-1/2" deep*
- *Pack Out: 1/carton*
- *Limited availability.*

Back

Front

Stock #	Item	Order Quantity
5443	4" Stamper	24
A5937	Gift Sets	2(24)
A5695	Activity Sets	2(24)
A5694	Personal Care	2(48)
A5947	2" Stamper	2(72)
4307	8" Plush	12
4308	10" Plush	8

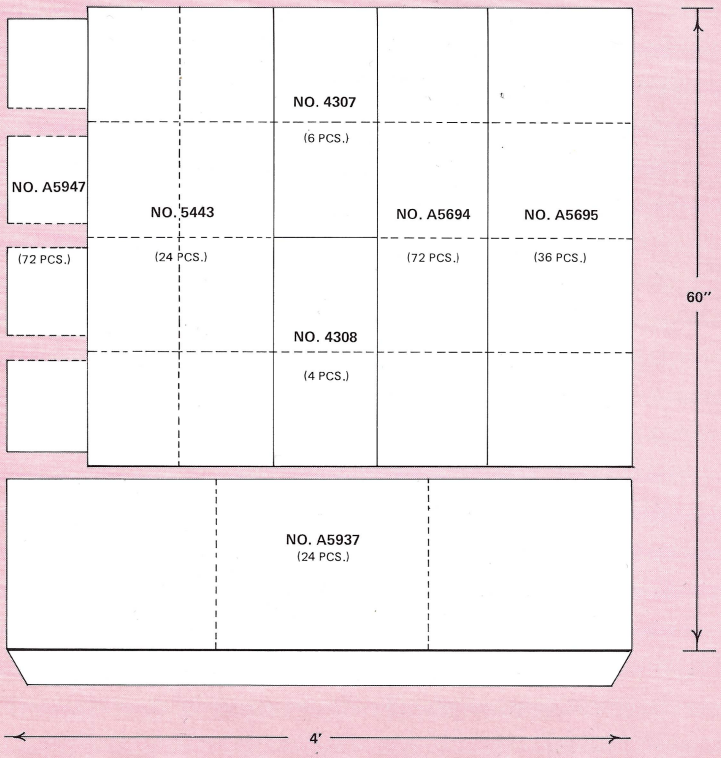

A5937 — GIFT SETS (12 UNITS)
#5443 — 4" STAMPER (8 UNITS)
#4307 — 8" PLUSH (10 UNITS)
A5947 — 2" STAMPER (36 UNITS)
A5937 — GIFT SETS (12 UNITS)
#4308 — 10" PLUSH (6 UNITS)
#5443 — 4" STAMPER (8 UNITS)
28"
28"
Back


A5947 — 2" STAMPER 36 UNITS
A5694 — PERSONAL CARE (24 UNITS)
#5443 — 4" STAMPER (8 UNITS)
10" PLUSH #4308 (2 UNITS)
8" PLUSH #4307 (2 UNITS)
A5695 — ACTIVITY SETS (24 UNITS)
A5694 — PERSONAL CARE (24 UNITS)
48"
28"
28"
Front

Poochie™

Merchandising Poochie 4′ End Cap Canopy

- *Three dimensional vacuum-formed canopy adjusts to fit either 3′ or 4′ end cap.*
- *Attractive permanent display adapts to end cap or in-aisle requirements.*
- *Stock #: 4762-3*
- *Size: Expandable 36″ to 48″ wide, 18″ high*
- *Pack Out: 1/carton*
- *Limited availability*



Stock #	Item	Order Quantity
5443	4″ Stamper	24
A5937	Gift Sets	2(24)
A5695	Activity Sets	3(36)
A5694	Personal Care	3(72)
A5947	2″ Stamper	2(72)
4307	8″ Plush	6
4308	10″ Plush	4